

ORDER



Orders
Order / Rev: 706789
Alt Order #: 06229774
Product Desc: ZWEIFEL FOR TREASURE
Estimate: 2011
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

KSDK

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Buying Time, LLC/ POL
Buying Contact:
Billing Contact:
 650 Massachusetts Ave. N.W. , Suite 210
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Zweifel, Clint / State Treas / D
Demographic: A35+
Product Codes: PL-State/Local
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	63	\$58,950.00	\$50,107.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	63	\$58,950.00	\$50,107.50	0.00
Totals	63	\$58,950.00	\$50,107.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	44%	\$58,950.00
Market	100%	\$133,977.27

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$5,359.09
KETC	0%	\$0.00
KMOV	25%	\$33,494.32
KNLC	0%	\$0.00
KPLR	1%	\$1,339.77
KTVI	26%	\$34,834.09
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/19/12	10/19/12	M-F 10-11A News at 10am	CM	10-11A	----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	----F--		1		\$375.00		0.00					
2	KSDK	10/19/12	10/19/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	KSDK	10/22/12	10/22/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
**REVISE RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$560.00		0.00			
15	KSDK	10/22/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
**REVISE RATE JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$825.00		0.00			
16	KSDK	10/22/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$1,875.00		0.00			
17	KSDK	10/22/12	10/22/12	M-F 5-6A 5-6a	CM	5-6A	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$450.00		0.00			
18	KSDK	10/22/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P (5:28 PM-5:30 PM)	M-----	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
REVISE RATEREVISE TP NBC NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$2,700.00		0.00			
19	KSDK	10/22/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$2,025.00		0.00			
20	KSDK	10/22/12	10/22/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$900.00		0.00			
21	KSDK	10/22/12	10/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,950.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/22/12-10/28/12		630-7P Wheel		630-7P	M-----	:30		(\$1,300.00)		0.00	NM		
See MG 21.2															
[Need \$1950 to clear]															
2	KSDK	10/22/12-10/22/12		630-7P Wheel		630-7P	M-----	:30		\$1,950.00		0.00	NM		
Ⓜ MG for 21.1 10/22															
[RATE]															
22	KSDK	10/22/12	10/22/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	M-----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$560.00		0.00			
23	KSDK	10/20/12	10/20/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$1,800.00		0.00			
24	KSDK	10/20/12	10/20/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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24	KSDK	10/20/12	10/20/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,050.00		0.00			
25	KSDK	10/20/12	10/20/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
**REVISE RATE TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$375.00		0.00			
26	KSDK	10/20/12	10/20/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
**REVISE RATE WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$600.00		0.00			
27	KSDK	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$750.00		0.00			
28	KSDK	10/20/12	10/20/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$750.00		0.00			
29	KSDK	10/21/12	10/21/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00			
30	KSDK	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$750.00		0.00			
32	KSDK	10/21/12	10/21/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$675.00		0.00			
33	KSDK	10/18/12	10/18/12	M-F 10-11A News at 10am	CM	10-11A	---T---	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$375.00		0.00			
34	KSDK	10/18/12	10/18/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
SHOW ME ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$450.00		0.00			
35	KSDK	10/18/12	10/18/12	M-F Noon News Noon News	CM	12-1230p	---T---	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$525.00		0.00			
36	KSDK	10/18/12	10/18/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,875.00		0.00			
37	KSDK	10/18/12	10/18/12		CM	5-6A	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6A 5-6a											
				TODAY IN ST LOUIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$450.00		0.00			
38	KSDK	10/18/12	10/18/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
				LOCAL NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$2,025.00		0.00			
39	KSDK	10/18/12	10/18/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				TODAY IN ST LOUIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$900.00		0.00			
40	KSDK	10/18/12	10/18/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	---T---	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$560.00		0.00			
41	KSDK	10/16/12	10/16/12	LN (M-F) LN (M-F)	CM	10-1035p	-T-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
				LOCAL NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$2,250.00		0.00			
42	KSDK	10/16/12	10/16/12	M-F 10-11A News at 10am	CM	10-11A	-T-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
				LOCAL NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$375.00		0.00			
43	KSDK	10/16/12	10/16/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				SHOW ME ST LOUIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$450.00		0.00			
44	KSDK	10/16/12	10/16/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	-T-----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
				**REVISE RATE ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$560.00		0.00			
45	KSDK	10/16/12	10/16/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
				LOCAL NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,875.00		0.00			
46	KSDK	10/16/12	10/16/12	M-F 5-6A 5-6a	CM	5-6A	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				TODAY IN ST LOUIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$450.00		0.00			
47	KSDK	10/16/12	10/16/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
				LOCAL NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$2,025.00		0.00			
48	KSDK	10/16/12	10/16/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
				**REVISE RATE TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$825.00		0.00			
49	KSDK	10/17/12	10/17/12		CM	10-11A	--W----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00

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				M-F 10-11A News at 10am											
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$375.00		0.00						
50	KSDK	10/17/12	10/17/12	Tonight Show Tonight Show	CM	1035-1137p	--W----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$450.00		0.00						
51	KSDK	10/17/12	10/17/12	M-F Noon News Noon News	CM	12-1230p	--W----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$525.00		0.00						
52	KSDK	10/17/12	10/17/12	M-F 2-3p Dr. Oz	CM	2-3p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
DR OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$300.00		0.00						
53	KSDK	10/17/12	10/17/12	M-F 4P News News 5 at Four	CM	4-430P	--W----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$750.00		0.00						
54	KSDK	10/17/12	10/17/12	M-F 430-5p Jeopardy	CM	430-5p	--W----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
**REVISE RATE JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$825.00		0.00						
N55	KSDK	10/17/12	10/17/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--W----	:30	1	\$1,875.00	P-2	0.00	NM	3	\$1,875.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,875.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/15/12-10/21/12		M-F 5P News	5-530P		--W-----	:30		(\$1,875.00)		0.00	NM		
See MG 55.2,55.3,55.4															
[Did not air due to Severe Weather cut in]															
2	KSDK	10/20/12-10/20/12		Sat 9a	9-10A		-----Sa--	:30		\$750.00		0.00	NM		
Ⓜ MG for 55.1 10/17															
3	KSDK	10/20/12-10/20/12		SAT TDY	7-9A		-----Sa--	:30		\$750.00		0.00	NM		
Ⓜ MG for 55.1 10/17															
4	KSDK	10/21/12-10/21/12		This Week Cardinal Nation	10-1030a		-----Su	:30		\$375.00		0.00	NM		
Ⓜ MG for 55.1 10/17															
56	KSDK	10/17/12	10/17/12	M-F 5-6A 5-6a	CM	5-6A	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$450.00		0.00						
57	KSDK	10/17/12	10/17/12	M-F 5P News nightly news adj	CM	528-530p (5:28 AM-5:30 PM)	--W----	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
*REVISE RATE**REVISE TP NBC NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$2,700.00		0.00						
58	KSDK	10/17/12	10/17/12	M-F 6-7A 6-7a	CM	6-7A	--W----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$900.00		0.00						
59	KSDK	10/17/12	10/17/12		CM	630-7P	--W----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00

Order / Rev: 706789
Alt Order #: 06229774
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Zweifel, Clint / State Treas / D
Product Desc: ZWEIFEL FOR TREASURE
Estimate: 2011

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
630-7P Wheel															
630-7P Wheel of Fortune															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$1,300.00		0.00				
60	KSDK	10/17/12	10/17/12	M-F NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
NBC Today 7-9A															
**REVISE RATE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$825.00		0.00				
61	KSDK	10/17/12	10/17/12	M-F 9-10A	CM	9-10A	--W----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
NBC Today Show II 9-10A															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$560.00		0.00				
62	KSDK	10/21/12	10/21/12	Meet The Press	CM	8-9A	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
Meet The Press Sun 8-9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$3,000.00		0.00				
													Totals	63	\$58,950.00